

ABSTRACT

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Tourism Awareness Group Efforts In Developing Batulayang Tourism Village To Realize Sustainable Tourism

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Keywords: Efforts, Tourism Awareness Group, Tourism Village, Batulayang, Sustainable Tourism

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This study attempts to explore the efforts made by the Tourism Awareness Group in developing Batulayang Tourism Village as a sustainable tourism destination. The main objective of the study is to find out Pokdarwis' efforts in maximizing the village's tourism potential, as well as how they manage the environment and existing natural resources to support tourism. The method used in this study is descriptive qualitative, with data obtained through interviews, followed by observation and documentation. The results of the study indicate that the role of Pokdarwis is very important in developing tourist attractions, improving infrastructure and services, and preserving the environment. The success of the development of Batulayang Tourism Village not only provides benefits for improving the welfare of local communities and stakeholders in developing tourism villages. This study also provides valuable insights for other tourism village development practices in Batulayang Tourism Village

Bibliography (1993-2023)